Creating Devices With The Windows Live Hardware Platform

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Windows Live™

Microsoft WinHEC 2006

Agenda

1. Why Windows Live?
2. Opportunity for IHVs
3. How to Partner

Online Services: Our Business

Empower people in their personal lives to realize their potential by bringing them closer to the people and information that matters most

Key Investments

Best of Breed Communication Services

Key Investments

Best of Breed Information Services

Ad-funded services

Pay-for Services

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Online Services: Unmet Customer Needs

Most information you see is irrelevant

You are not sure who you can trust

Your information is spread all over

You worry about the safety of your data

Searches return links, not answers

Your Information and your community are separate

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Control

Windows Live: Putting the User In Control

My Information

My Relationships

My Software & Devices

My Advertising

msn adCenter

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Windows Live: Putting the User In Control

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Control

Windows Live: Putting the User In Control

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Windows Live: Putting the User In Control

Windows Live: Putting the User In Control

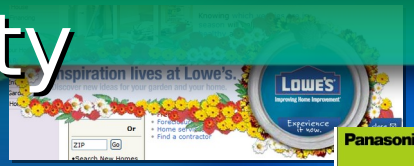
My Information

My Relationships

- Designed to work together
- Anywhere access
- Safety and security

My Software & Devices

My Advertising



msn adCenter

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Windows Live

Windows Live™

Where your online world comes together

Windows Live

Where your online world comes together

Windows Live™

Windows Live is the new set of Internet services from Microsoft that bring your online world together; All the people you care about, all the information you crave, all the interests you have; With powerful protection; All living online in one place

Live.com Mail Messenger Search Toolbar Q&A Desktop Search
Local Search OneCare Safety Center FSS Spaces Mobile Expo

Windows Live Ideas

ideas.live.com

Windows Live Ideas is where you can check out the very latest Windows Live products…

…so new that they're not even finished yet.

And you'll see many more
in the coming months.

So give them a try and then tell us exactly what you think. And don't hold back.

We need your help to make these products the best they can be.

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Windows Live Users

- 230M Windows Live Messenger
- 230M Windows Live Mail
- 120M MSN Spaces

Opportunity: OEMs can now build devices that extend or enrich the core Windows Live scenarios

Windows Live™ Messenger

Windows Live™ Mail

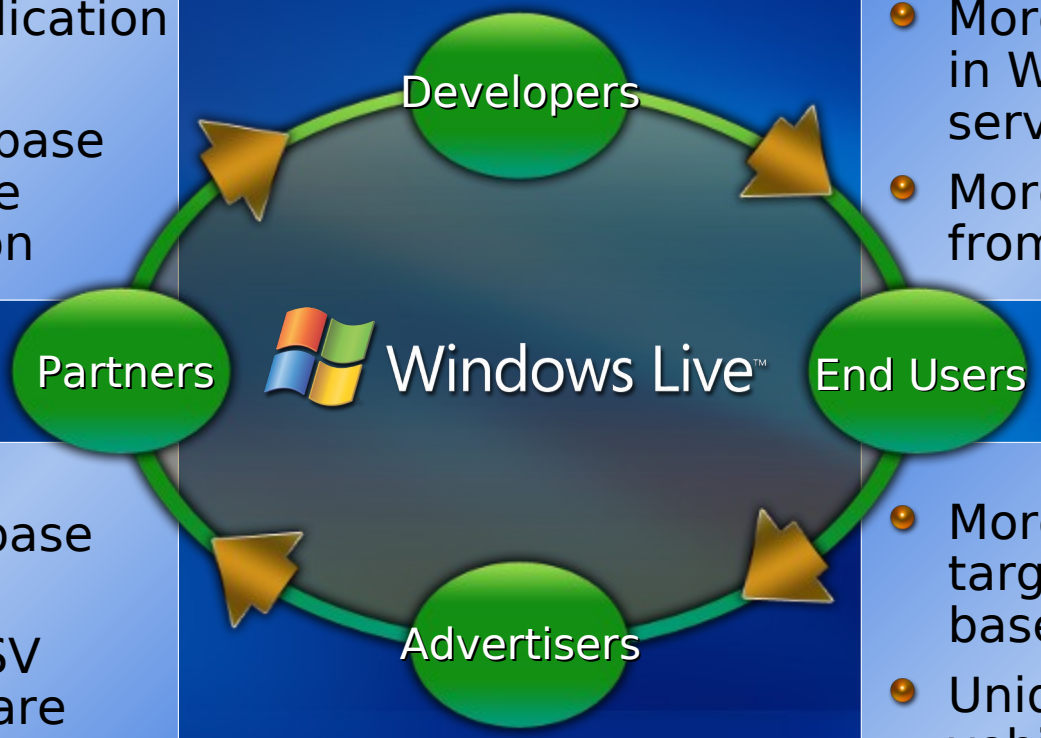
msn® Spaces

Windows Live Platform

Open Windows Live services to 3rd parties to create a virtuous ecosystem that mutually benefits users, developers, partners, advertisers and Microsoft

- Unique application capabilities
- Large user base and multiple monetization models

- More innovation in Windows Live services
- More user value from Windows Live



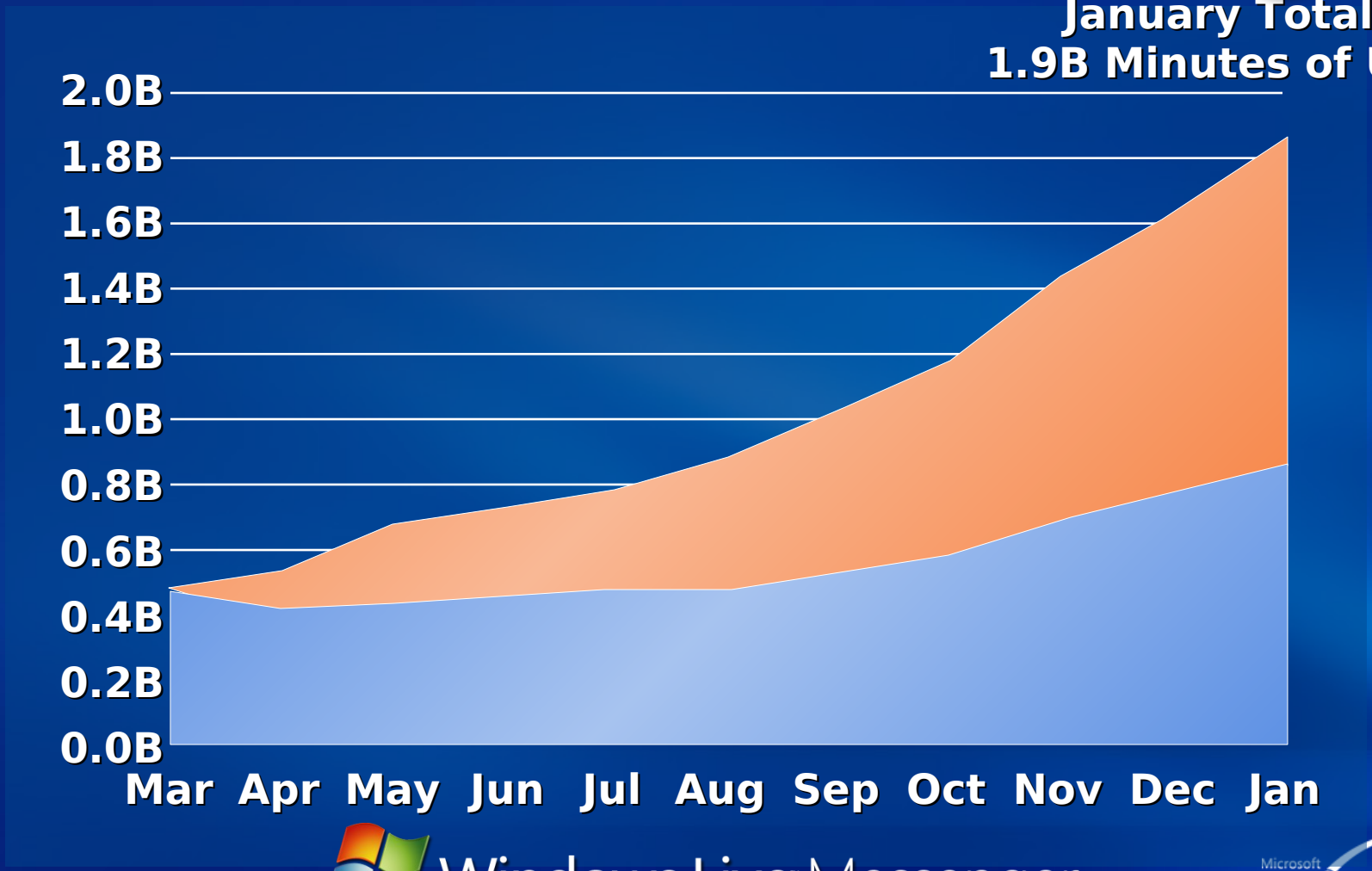
- Larger advertiser base
- Greater ability for ISV revenue share

- More engaged and targetable user base
- Unique advertising vehicles

Our Market Analysis

1. IHVs ready for Voice and Video but goal is to extend all Windows Live services onto devices
2. Voice-over-IM has crossed the chasm, but users want to unify, not abandon, their existing communications services
3. The video calling opportunity is a superset rather than a subset of the voice calling opportunity; more people make video-over-IM calls than voice-over-IM calls, and they use video more frequently
4. VoIP is an ecosystem, not a service
5. Quality, connectivity, and ease of use are really, really, really, really important

Success Of Voice And Video With Windows Live Messenger



Windows Live™ Messenger

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Windows Live

Microsoft
Partners

Case Study: Philips And Uniden Messenger Phones

Announcing: The New Motorola Messenger Phone

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New Value Chain Enablers

- PC-connected devices: DSP Group
  - 1st WW Cordless chipset manufacturers

Accelerated time to market
Lower cost to develop new devices
Learning curve

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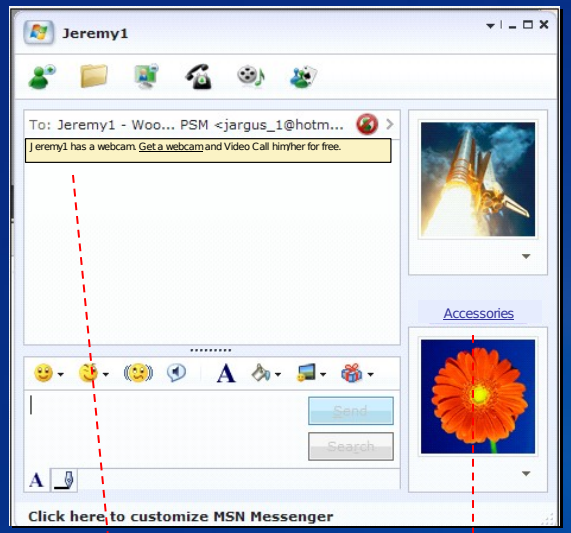
Driving Demand



Device Marketplace

Static “accessories link to the online market place

Contextual link inviting user to buy a webcam via the marketplace

Retailers Ready To Engage

- Create an integrated placement
for select devices that are enriching the WL e2e experience under a Windows Live Messenger umbrella
- Have products listed in up to 20,000 stores worldwide by September
- Help retailers identify the revenue upside opportunity due to hardware but not through service bounty

Easy To Build And Easy To Sell

Facilitating IHV dev and sales cycles

- Build the tool kits
  - SDK enabling IHVs to easily develop WL devices
  - Site for IHVs created on dev.live.com/hardware
- Prove the concept through custom-made devices
  - New Messenger phone with Motorola announced on May 23rd
  - Confirming retail availability of the Philips phone (May 22) and Uniden phone (May 9)
- Partner with key value chain players to accelerate the time-to-market
  - Partnership with DSPG, #1 chipset manufacturer for cordless phones
- Show retailer interest
  - Retailers totaling 20,000 stores WW have already accepted to list the devices
  - We will have a WL end cap in all Best Buy, CompUSA, and Circuit City stores for 3 months: 1250 stores
- Expand the ecosystem
  - Marketing Deals with Plantronics, Logitech and Philips (headsets)

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Call To Action

- Register now on dev.live.com/hardware
- Discover the new Windows Live services on www.ideas.live.com
- Meet our engineers at the Microsoft Pavilion
- Download the SDKs in August
- Innovate on new scenarios targeting the expanding Windows Live user base
- Contact our first value chain partner, DSPG, to get faster time to market opportunities

Additional Resources

- Web Resources
  - dev.live.com/hardware
- WinHEC Pavillon
  - Meet our engineers for deeper conversation
- WinHEC Taiwan
  - If you want to meet the Windows Live Hardware during WinHEC Taiwan, contact:

Oemforwl@microsoft.com

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Backup Slides

Windows Live Main Page

Your page, your info, your stuff – all in one

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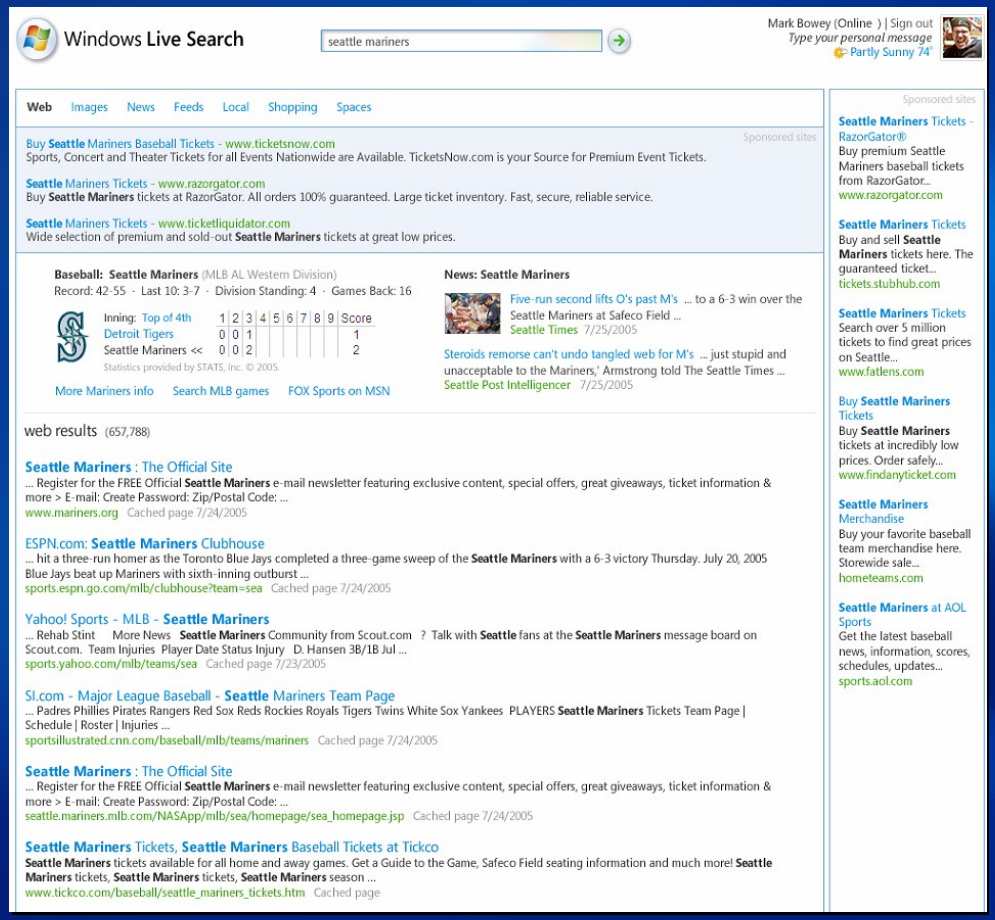
Windows Live Search

Precise, powerful, personal – a new way to search from Microsoft



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Windows Live Mail

The faster, safer, and simpler way
to manage your every day communications

Windows Live Mail Beta

Find in Mail

Imran Qureshi
satchmo_imranq2@hotmail-int.com
Sign out

Mail | Calendar | Contacts | Today

Options | Help

New | Sort by: Date | Reply | Reply all | Forward | Print | Move to:

Inbox
Junk e-mail (40)
Drafts
Sent messages
Deleted items
Demo
empty
Jimbo
Test1
New folder

Messages 1 - 50 of 70

Ethan Smith Yesterday
New Phone Number

Orbitz 10/13/05
Awesome Active Adv...

Orbitz 10/04/05
This Just In: Major F...

Expedia Travel Deals 9/27/05
Vacation tips, fall de...

Orbitz 9/19/05
Last Chance Fare Sal...

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Last Chance Fare Sal...

Orbitz 9/19/05
Last Chance Fare Sal...

Known sender. (Why?) Report & Delete

Ethan Smith (ethansmith@sbcglobal.net) +Add contact 2:02 PM 10/17/05
To: satchmo_imranq2@hotmail-int.com
Subject: New Phone Number

Hi everybody -
I have a new work phone number: 206.555.0987. Make a note.
Ethan

Mail Beta Tip #3

You only need to add part of an e-mail address

New Address **AutoComplete** makes it easier

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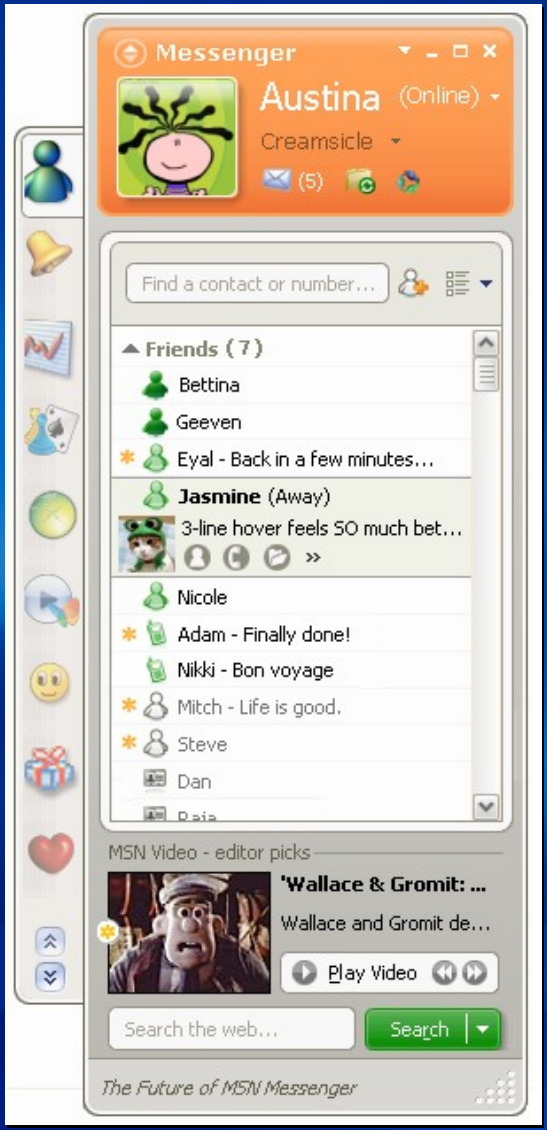
Windows Live Messenger

See, talk and share instantly on the world's largest IM network.



Opportunities And Trends

Broadband is everywhere

Users want more seamless and personal experiences

People are comfortable with digital lifestyle

PCs are pervasive

Devices are everywhere

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Dual Portal Strategy

What's going on in the world today?

I know exactly what I want

msn

Windows Live

Make it easy for me

I can do it myself

msn
Windows Live™
Volume
Content (1 - ∞)
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Partner Slides

- Philips
- Motorola
- Uniden
- Plantronics
- Creative
- Logitech
- Microsoft Hardware

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Your potential. Our passion.™

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Advancing the Platform